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November 3, 2006

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Michael J. Turton

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The U.S. Patent and Trademark Office is asked to acknowledge receipt of the following:

1. Transmittal Form PTO/SB/21;
2. Supplemental Information Disclosure Statement (2 pgs.); and
3. PTO/SB/08A (1 pg.)

Applicants: Simon TONG and Mark PEARSON
U.S. Serial No.: 10/661,741
For: Methods and Systems for Improving a Search Ranking Using
Population Information and Click Data
Examiner: Cheryl Renea LEWIS
Art Unit: 2167

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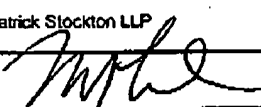
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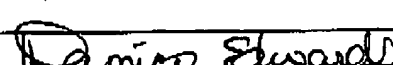
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|---|----------------------|------------------------|--------------|
| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 10/661,741 | |
| | Filing Date | September 12, 2003 | |
| | First Named Inventor | Simon TONG et al. | |
| | Art Unit | 2167 | |
| | Examiner Name | LEWIS, Cheryl Renea | |
| Total Number of Pages in This Submission | 4 | Attorney Docket Number | 53051/288305 |

| ENCLOSURES (check all that apply) | | |
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| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): - PTO/SB/08 (1 Sheet) |
| Remarks | | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | | |
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| Firm | Kilpatrick Stockton LLP | | |
| Signature |  | | |
| Printed Name | Michael J. Turkon | | |
| Date | November __, 2006 | Reg. No. | 40,852 |

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| Typed or printed name | Damico Edwards | Date | November 3, 2006 |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon TONG et al.

SERIAL NO.: 10/661,741 Group Art Unit: 2167


FILED: September 12, 2003 Examiner: LEWIS, Cheryl Renea

FOR: METHOD AND SYSTEMS FOR IMPROVING A
SEARCH RANKING USING POPULATION
INFORMATION AND CLICK DATA

Attorney Docket No.: 53051/288305

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SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with Rules 56, 97 and 98 of the Rules of Practice in Patent Cases (37 C.F.R. §§ 1.56, 1.97, and 1.98), the publications listed on the enclosed Form PTO/SB/08 are cited for consideration by the Examiner.

Submission of the references provided in this Supplemental Information Disclosure is not intended to constitute an admission that any reference referred to herein is prior art for this invention unless specially designated as such. Also, in accordance

U.S. Patent Application Serial No. 10/661,741
Filed: September 12, 2003
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT
Page 2

with 37 C.F.R. § 1.97(g), the filing of this Supplemental Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

Certificate

It is hereby certified, under 37 CFR § 1.97(e)(2), that no item of information contained in the accompanying Supplemental Information Disclosure Statement was first cited in communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the statement after making reasonable inquiry, no item of information contained in the accompanying Supplemental Information Disclosure Statement was known to any individual designated in 37 CFR § 1.56(c) more than three months prior to the filing of said statement; therefore, no fee is believed to be due. If a fee is due, the Commissioner is authorized to charge such fee and any additional fees that may be due or credit any overpayment to Deposit Account No. 11-0855.

Respectfully submitted,



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